

# ADOPTING MOBILE TICKETING IN THE REGION OF WIELKOPOLSKA



POLICY LEARNING IN INFORMATION TECHNOLOGIES  
FOR PUBLIC TRANSPORT ENHANCEMENT

Izabela Jeleń  
ILIM

# PLAN OF PRESENTATION

- Law in Poland
- Mobile Poznań - history
- What is mobile ticketing?
- How it works

# EUROPEAN AND POLISH LAW

## NATIONAL LAW



MINISTERSTWO  
INFRASTRUKTURY I ROZWOJU

- Polish act about The Public Transport
- Infrastructure Ministry Decree about the content of Plan for Sustainable Development of Public Transport

## CONTENT OF THE TRANSPORTATION PLAN

- Communication network
- Forecast of transportation needs
- Financing of the public transport
- Standards of transportation service
- Information system for passengers

# NATIONAL TRANSPORTATION PLAN

Minister Transportu, Budownictwa i Gospodarki Morskiej

## Plan zrównoważonego rozwoju publicznego transportu zbiorowego – międzywojewódzkie i międzynarodowe przewozy pasażerskie w transporcie kolejowym

22 maja 2012



# REGIONAL TRANSPORTATION PLAN

## 16 REGIONAL TRANSPORTATION PLANS IN POLAND

- ILiM together with Poznan University of Technology prepared The Transportation plan for Wielkopolska region
- Implementation of planned measures also in infomobility area



**Przewozy Regionalne**



**Koleje  
Wielkopolskie**

# MOBILE TICKETING IN POZNAŃ - HISTORY

- Poznań – Precursor of using of mobile phones for public transport ticketing (SMS system) - 2002
- Mobile sales system - MOBILET - February 2008
- mPay, SkyCash, Call Pay - 2009

# MOBILE TICKETING

Advanced PT Ticketing (e.g. Skycash) - SkyCash is independent of the telecommunication operator universal system of mobile payments, providing the simplicity and speed of transfer to the highest safety standards. SkyCash works on any GSM network and on any phone with Internet access.



# SKYCASH SECURITY

- All transactions meet high standards of security (password, PIN)
- Full encryption of all transactions
- Settlement agent's license granted by the NPB (Polish Central Bank) sets high security standards
- Payments Cards Centre PCI DSS Compliant
- Cooperation with MasterCard Mobile to execute card direct debit mobile transactions (compliant with MCM standards)



# PUBLIC TRANSPORT TICKETING NOW



- Complex tarification based on itineraries integrated within SkyCash
- All commercial and legal discounts available
- Possible clinet- server communication with existing services (e.g. reservations, online modules etc.)
- Online control process based od 2D codes

# MOBILE SERVICES

## Ticket purchasing process:

- purchasing process
- control process  
(terminal and non-terminal control)

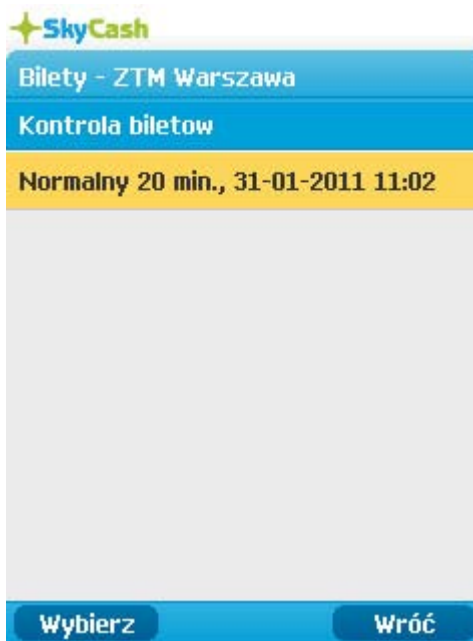


# MOBILE SERVICES

Buying



Tickets stocked



Ticket stocked:  
crypted 2D  
code and  
specification



# PUBLIC TRANSPORT TICKETING NOW

- 50 cities covering the population of 19 mln inhabitants
- Railway ticketing implemented
- 3 railway companies



# MOBILE SERVICES



The most popular functionalities available with SkyCash:

- public transport ticketing
- railway ticketing
- parking zones fees
- GSM top-ups
- cinema tickets
- .....



complete integration with sales and reporting systems including  
the control, customer claim and invoicing process

# WHY MOBILE TICKETING?



# THANK YOU

**INSTITUT OF LOGISTICS AND WAREHOUSING**

Izabela Jeleń

mail: [Izabela.Jelen@ilim.poznan.pl](mailto:Izabela.Jelen@ilim.poznan.pl)

Skype: izabela.jelen

Tel. + 48 61 850 48 86